



You're not just a PMA member. You're a **new** PMA member.

→ Encourage your employees to complete their profiles and log in to the **PMA Member Directory** at **pma.com**.

"My advice to new members is to attend events, become a volunteer and get involved as soon as you're comfortable. You'll make deeper, broader connections."

– **Tristan Harris, CEO**
Harris Farm Markets (Australia)
Member since 2003

Is there a difference? You bet your bottom line. We know what your PMA membership can do for you, but the only way for you to know is to jump right in. Our job is to make that as easy and exciting as possible.

Here are a few personal and professional benefits awaiting our newest members:

1 Get noticed.

PMA helps you build your network and grow sales.

You'll be:

- Recognized on **pma.com** and in *fresh* Magazine
- Included on the New Member List on **pma.com**
- Provided New Member ribbons so you stand out at PMA events

2 Receive discounts.

PMA offers you exclusive savings on programs and events that boost your profitability and nurture your network.

You'll receive:

- 10% off advertising in *fresh* Magazine – delivered to more than 19,000 individuals across the global supply chain
- Complimentary registration to a global Fresh Connections event of your choice **OR** 10% off one registration to a PMA or PMA Foundation event

3 Enjoy access.

PMA connects you with industry leaders and educational opportunities.

You'll get:

- Invited to the exclusive President's Invitational Reception at Fresh Summit
- Asked to the PMA Foodservice Conference & Expo mentor program

To learn more, visit pma.com/membership or call +1 (302) 738-7100.

